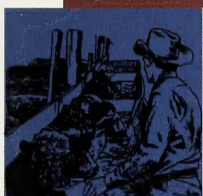


**Alberta
Cattle
Commission**

GRASS routes

The Alberta Cattle Producer Monthly Update

June 1996



You're Invited to the ACC Semi Annual

Area producers are invited to the ACC Semi Annual Meeting June 18-19 at the Capri Centre, Red Deer. Delegates will review the draft strategic plan, the cattle market, what's happening at the beef retail level and animal welfare issues. For more information call (403) 275-4400.

**Market
Information
Slaughter Line
(403) 274-4340
Feeder Line
(403) 274-4345**

ACC Defines Quality Costs

A new research project called the **Canadian Baseline Quality Audit (CBQA)** studied quality shortfalls of slaughter cattle in four Canadian plants. **The Alberta Cattle Commission funded audit measured losses at slaughter due to brands, tag, bruising and condemnations as well as examining carcass traits** in the cooler. The **CBQA** identified about \$25 per head quality losses at slaughter. These can be significantly reduced by producer management changes. Quality losses worth about \$50 per head were identified in the cooler.

They will be eliminated as electronic identification technology enables the industry to recognize individual animal differences and reward or discount accordingly. **Assuring quality first, rather than reworking or discounting beef when it is sold, benefits consumers and places cattle producers in a more competitive position.** The **CBQA** provides tremendous information for the beef industry's drive toward value-based marketing. The audit results will be distributed through the Canadian Cattlemen's Association **Quality Starts Here!** program.

Producer Range Management Courses

Alberta Public Lands, in cooperation with the ACC, is offering a **series of range management courses across the province** this summer. The courses are **regionally focused and deal with practical management issues** to improve your bottom line and the environment as well. Course content and cost will vary. The southern courses are **Maycroft** June 10-12, **Brooks** July 3-4 and on the **Siksika Nation** July 24-25. For more informa-

tion call Barry Adams at (403) 381-5486. The central courses are **Big Valley** June 18 and **Water Valley** June 21. For more information call Frank Gazdag at (403) 845-8240. The northern courses are **Lac La Biche** June 24 and **Evansburg** June 27. For more information call Chuck Richardson at (403) 464-7955. The Peace Country course is **Debolt** June 18-20. For more information call Donna Lawrence at (403) 624-6345.

Agriculture is Growing Alberta

The ACC is contributing \$50,000 to **Growing Alberta - a high impact, industry-driven communications program** designed to tell Albertans about agriculture's contribution to their quality of life. The program focuses on the economic and environmental contribution of agriculture. The campaign was developed after research concluded urban Albertans had little understanding or appreciation of agriculture. The campaign features television, radio, print and billboard messages.

Beef Olympic Cookbook Promotion

The Beef Information Centre, Official Supplier to the Canadian Olympic Team, and Canadian Living magazine have teamed up to produce a special Olympic cookbook. **Winning Tastes of Beef features more than 100 recipes and profiles of prominent Canadian athletes.** Partnerships with Olympic athletes and the private sector have worked well in the past. The cookbook will be actively marketed through Canadian Living magazine, retail coupon features and organizational fund-raising programs.

Call us at (403) 275-4400

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